

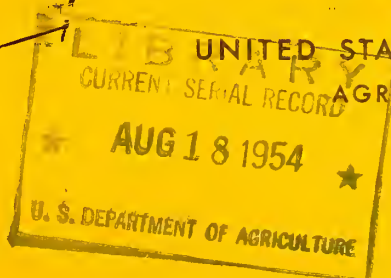
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Consumer PURCHASES OF FRUITS AND JUICES

in June
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

July 1954

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in over-estimate of purchases of frozen concentrated and canned single-strength orange juice by about 10 percent, and those of canned single-strength grapefruit juice by about 15 percent. No over-estimate was evident in blended juice data. For each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN JUNE 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of oranges and orange products in June were equivalent to about 6,000,000 boxes of fresh fruit, slightly less than in June 1953. Higher prices for fresh oranges and reduced marketings from the smaller crop of California Valencias were important factors in this decrease.

Prices paid by consumers for both Florida and California-Arizona oranges were considerably higher than a year ago. A 6-ounce glass of fresh orange juice in June would cost the consumer an average of 7 cents while the same amount of canned single-strength or frozen orange juice would average only slightly over 4 cents.

Householders bought a tenth more frozen orange juice in June than a year earlier, although prices paid were practically unchanged. Nearly one family in three bought frozen orange juice during the month--the largest proportion buying in any month since this product was introduced.

Consumer purchases of canned single-strength orangeade were up about a fourth from June 1953, while canned single-strength orange juice continued to lag. Consumers paid almost 5 cents less for a 46-ounce can of orangeade than for the same amount of canned orange juice.

Fresh grapefruit purchases, compared with June a year earlier, increased considerably as a result of reduced prices and plentiful supplies. Canned grapefruit juice purchases also rose somewhat. Combined purchases of grapefruit and canned grapefruit juice, on a fresh equivalent basis, were about a fifth more in June than a year ago.

Purchases of orange-grapefruit blended juice in June were off about 5 percent from last year, though prices were down somewhat. The volume of pineapple juice bought was also below last year's level. Despite the fact that prices paid by consumers for tomato juice were lower in June than in any month since December 1949, purchases fell below those in June 1953.

Consumer purchases of lemons and lemon products increased rapidly as hot weather arrived in June. Purchases of frozen concentrate for lemonade were more than half again as large as last year. Fresh lemon purchases were up a third from June 1953; canned lemon juice purchases were slightly larger. Prices paid were lower for fresh lemons and lemonade but were up slightly for canned lemon juice.

FROZEN JUICES AND ADES

Householders purchased about a tenth more frozen concentrated orange juice in June 1954 than a year ago, and increased their purchases of frozen concentrated lemonade by more than half. Canned single-strength orangeade purchases were up more than a fourth. Purchases of frozen concentrated grape juice remained the same, while purchases of shelf-pack (non-frozen) concentrate for orangeade dropped somewhat.

Consumer purchases of frozen concentrated orange juice in June were 10 percent above purchases a year ago (fig. 1). Nearly one-third of all families purchased frozen orange juice, the largest proportion in any month so far. Consumer prices in June averaged about the same as year ago but were up about 1 cent from the preceding month (table 2).

As a result of greater supplies, slightly lower prices, intensive promotional and advertising campaigns, and the early start of hot weather, purchases of frozen concentrate for lemonade by households in June were about half again as large as last year (fig. 3). More than twice as many families bought frozen lemonade in June 1954 as in the preceding month; this was almost half again as many as in June a year ago (table 2). In addition, their purchases averaged $4\frac{1}{3}$ of the 6-ounce cans in June 1954 compared with $3\frac{2}{3}$ cans a year ago. Prices paid by consumers were slightly lower than in June last year.

Householders bought about a fourth more canned single-strength orangeade in June than a year ago (fig. 5). The increase resulted primarily from buying by a larger number of families. Prices paid by consumers for orangeade in June were about on a par with prices paid a year ago. The average price for a 46-ounce can of single-strength orange juice, however, was almost 5 cents below the 32.2 cents paid by consumers a year ago (table 1).

Household purchases of shelf-pack (non-frozen) concentrate for orangeade were somewhat smaller than in June last year, although prices were almost unchanged (table 2).

Purchases and prices of frozen concentrated grape juice in June remained unchanged from a year ago (table 2).

Frozen orangeade concentrate purchases in June totaled almost 80,000 gallons, about twice those in June 1953. Prices paid averaged 15.1 cents per 6-ounce can, somewhat less than a year earlier (table 2).

Purchases of shelf-pack concentrate for lemonade amounted to slightly over 150,000 gallons, an increase from less than 70,000 gallons in June 1953. The increase resulted from a larger number of families buying, larger purchases per buying family, and reduced prices (table 2).

CANNED JUICES

Total purchases of canned single-strength juices by households in June declined slightly from a year ago. The decline in purchases was in spite of decreased prices for tomato juice, grapefruit juice, and blended juice.

Prices reported paid for other juices were only slightly higher. The decline in purchases resulted from fewer families buying and smaller purchases per buying family.

Consumer buying of canned single-strength orange juice compared with the same month a year earlier continued to lag, with purchases off almost a fifth from June 1953. The slightly higher retail prices reported this season plus larger supplies of frozen orange concentrate undoubtedly were contributing factors (table 1).

Householder purchases of canned single-strength grapefruit juice rose about 7 percent in June compared with a year earlier. Prices paid--averaging about 24 cents a 46-ounce can--were almost 3 cents less than in June last year (fig. 6). A larger proportion of families bought grapefruit juice than a year earlier.

Consumers bought slightly less orange-grapefruit blended juice in June than a year ago. They paid an average of about 28 cents a 46-ounce can, down somewhat from last year. Fewer families bought blended juice during the month, while the average volume purchased per buying family remained about the same as in June 1953 (table 1).

Household purchases of canned and bottled lemon juice in June were slightly larger than in this month last year. While fewer families bought lemon juice during the month, purchases averaged about $3\frac{2}{3}$ of the $5\frac{1}{2}$ -ounce cans, compared with $3\frac{1}{3}$ cans last June. Consumers paid slightly higher prices for lemon juice during the month than a year ago (table 1).

Consumer purchases of pineapple juice in June were off about 9 percent compared with June 1953. The decline was associated with slightly higher prices this year.

Household purchases of tomato juice, one of the major competitors of citrus juices, were off somewhat from June 1953 despite the fact that prices reported by consumers were lower than in any month since December 1949 (table 1).

FRESH FRUIT

Consumer purchases of fresh oranges in June were somewhat below the purchases a year ago, reflecting the reduced crop in California. Purchases of grapefruit and lemons each were about a third larger than in June last year. Prices reported paid for oranges were considerably higher, while those for grapefruit and lemons were lower.

Household purchases of fresh oranges were down about a fourth compared with June last year (fig. 1). While householders bought about a tenth more Florida oranges during the month, their purchases of California-Arizona oranges were two-fifths below last year, mostly because of the smaller crop of California Valencias this season (fig. 7).

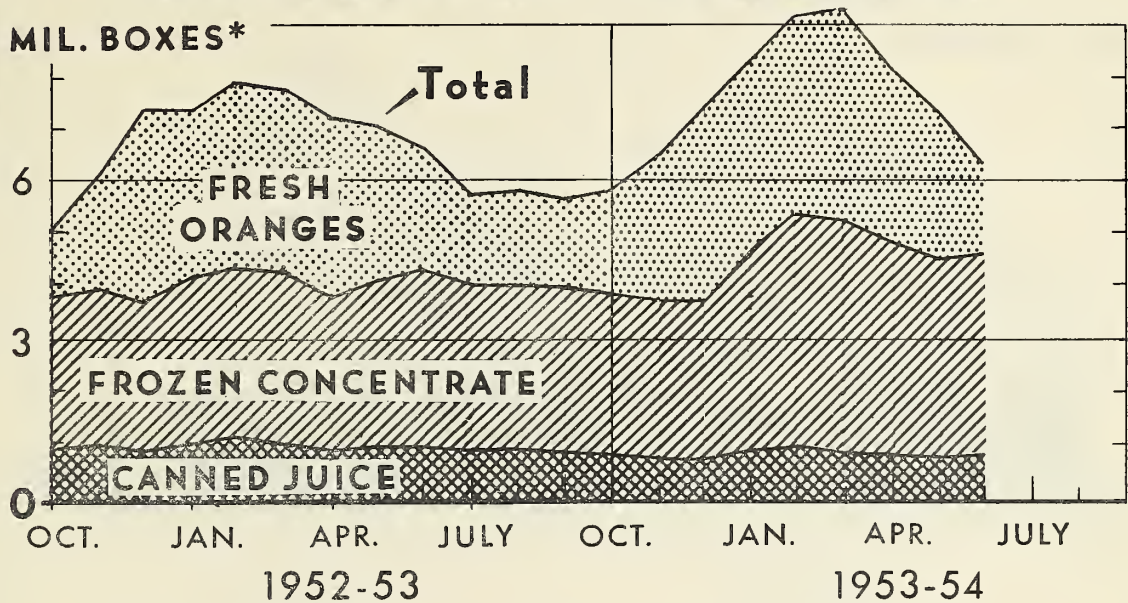
Prices paid for fresh oranges were up 6 cents a dozen compared with last June. Consumers paid an average of 49 cents a dozen for California-Arizona

oranges, 9 cents more than last year, and 47 cents a dozen for Florida oranges, up almost 3 cents (fig. 7). Fewer families bought oranges in June than a year ago and the average purchase per buying family dropped from 2-1/3 dozen to a little less than 2 dozens (table 3).

Consumer purchases of fresh grapefruit in June 1954 were about a third larger than in June last year. The gain was principally the result of lower prices and a greater supply of Florida grapefruit. Consumers reported paying almost 22 cents a dozen less for Florida grapefruit than in June a year ago and the number of families buying increased by more than half (table 3).

Purchases of fresh lemons by householders in June, about 714,000 boxes, were almost a third more than in June 1953 and the largest volume reported in any month since this series began in October 1949 (fig. 3). The proportion of families buying in June was up about a fifth from a year ago. Prices householders paid for fresh lemons averaged somewhat lower (table 3).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54 (7) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

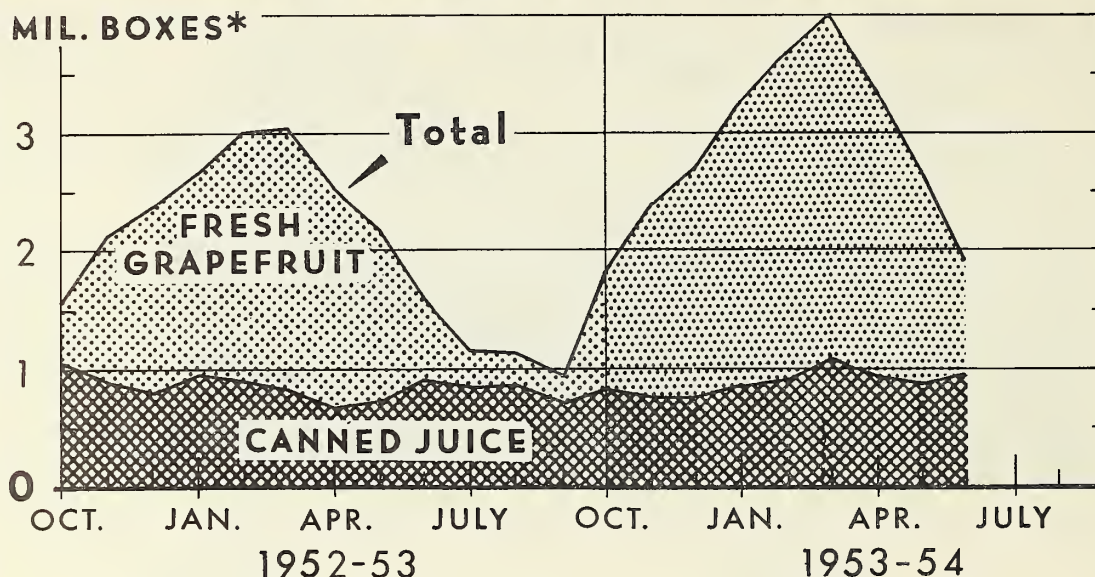
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,944	1,261	3,002	2,868	828	1,000	5,774	5,129
December	2,797	2,240	2,918	2,911	790	1,005	6,505	6,156
October-December 2/	3,684	3,625	2,955	2,842	791	911	7,430	7,378
	9,108	7,759	9,540	9,277	2,590	3,121	21,238	20,157
January	3,603	3,154	3,792	3,078	912	1,072	8,307	7,304
February	3/3,942	3,536	4,382	3,145	976	1,224	3/9,300	7,905
March	4,055	3,397	4,430	3,252	847	1,016	9,332	7,665
October-March 2/	21,694	18,667	23,359	19,597	5,563	6,732	50,616	44,996
April	3,297	3,310	3,945	2,893	882	986	8,124	7,189
May	2,753	2,885	3,746	3,113	812	1,020	7,311	7,018
June	1,738	2,288	3,604	3,331	841	1,018	6,383	5,637
October-June 2/		27,769		29,650		9,994		67,413
July		3/1,622		3,144		934		3/5,700
August		1,782		3,069		959		5,810
September		1,643		3,067		832		5,542
Season 2/								

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

3/ Revised.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54(7) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit,
October 1952 to date

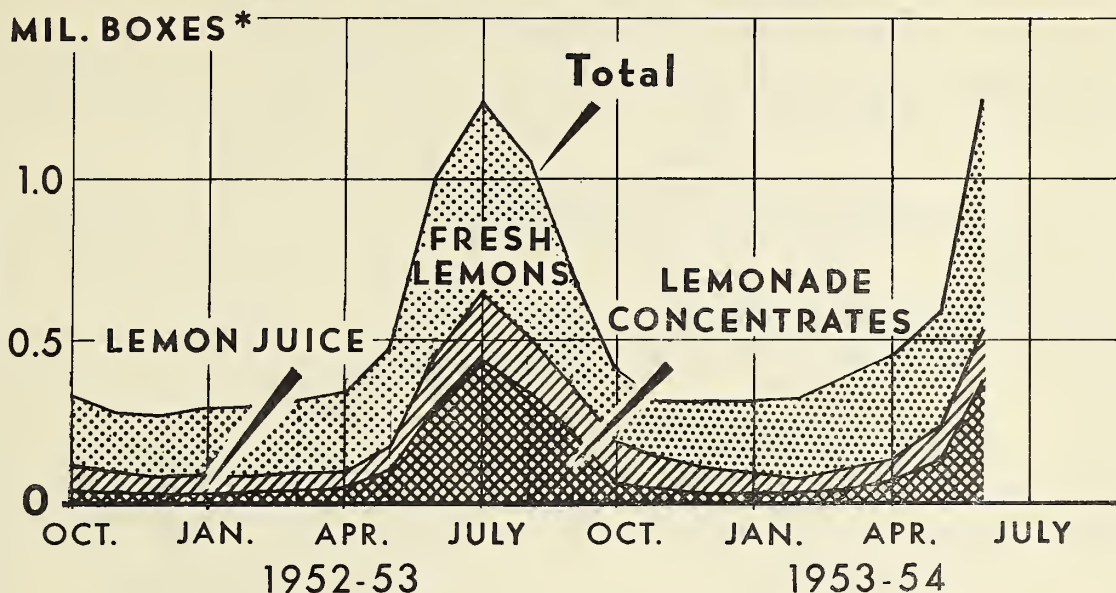
Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	959	545	831	1,030	1,790	1,575
November	1,618	1,240	765	900	2,383	2,140
December	1,936	1,588	776	808	2,712	2,396
October-December 2/	4,967	3,738	2,536	2,952	7,503	6,690
January	2,399	1,703	856	975	3,255	2,678
February	2,732	2,093	922	913	3,654	3,006
March	2,957	2,216	1,054	835	4,011	3,051
October-March 2/	13,793	10,284	5,638	5,884	19,431	16,168
April	2,433	1,848	933	687	3,366	2,535
May	1,790	1,446	882	748	2,672	2,194
June	547	686	968	924	1,915	1,610
October-June 2/		11,494		8,427		22,921
July		3,305		851		3,156
August		267		874		1,141
September		221		721		942
Season 2/						

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

3/ Revised.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54 (7) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	277	209	66	69	64	39	67	41	410	319
November	215	184	58	60	39	27	41	29	314	273
December	235	190	54	50	25	19	26	21	315	261
October-December 3/	783	634	191	191	135	88	141	95	1,115	920
January	225	210	61	57	29	20	32	24	318	291
February	249	218	53	47	27	23	32	27	334	292
March	281	229	63	57	33	29	35	33	379	319
October-March 3/	1,609	1,346	385	368	231	165	248	186	2,242	1,900
April	325	242	74	52	55	39	61	45	460	339
May	356	307	102	73	124	87	134	95	592	475
June	714	548	150	169	345	271	377	289	1,241	1,006
October-June 3/		2,562		688		598		654		3,904
July		587		206		404		436		1,229
August		558		163		310		334		1,055
September		355		116		197		213		684
Season 3/										

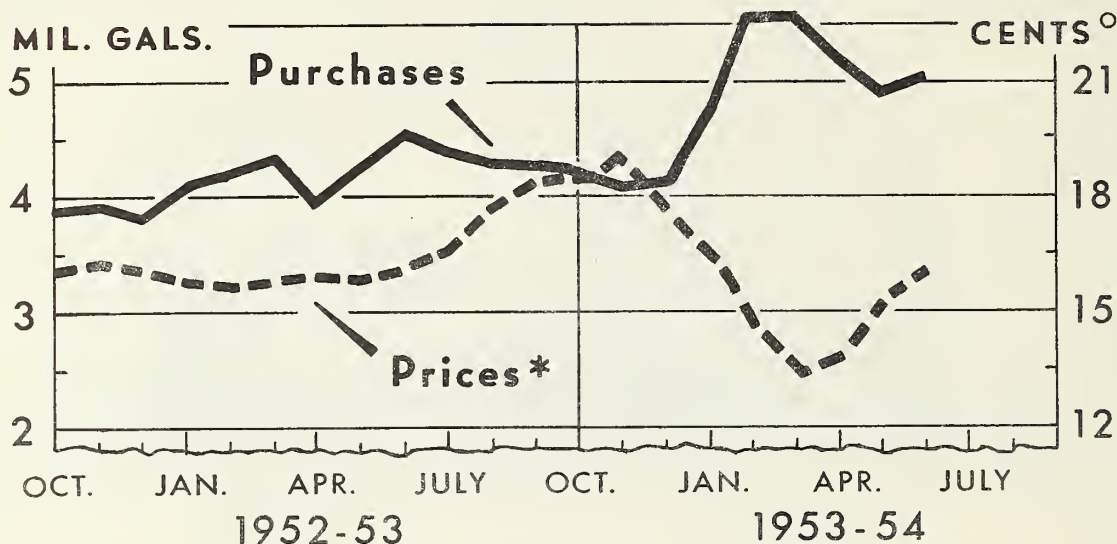
1/ Includes canned single strength lemon juice and small quantities of frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54 (7) AGRICULTURAL MARKETING SERVICE

Figure 4

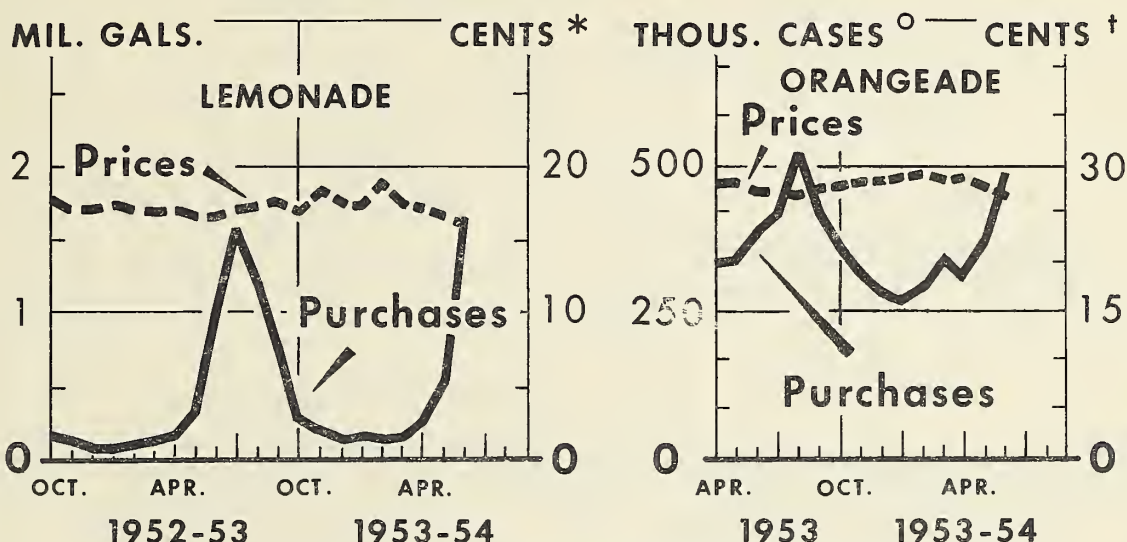
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,205	3,871	18.6	16.1
November	4,087	3,929	19.1	16.3
December	4,138	3,836	17.7	16.1
October-December 1/	13,361	12,519		
January	4,776	4,126	16.5	15.8
February	5,519	4,216	14.6	15.7
March	5,579	4,359	13.4	15.8
October-March 1/	30,765	26,353		
April	5,211	3,963	13.8	16.0
May	4,948	4,265	15.1	15.9
June	5,025	4,563	16.2	16.1
October-June 1/		40,124		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54 (7) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November	162	110	18.4	17.0	312	2/	28.2	2/
December	102	77	17.5	17.0	290	2/	28.3	2/
October-December 3/	558	364	17.6		1,022	2/		
January	121	77	17.5	17.3	269	2/	28.8	2/
February	114	90	18.9	17.0	288	2/	29.0	2/
March	139	111	17.4	16.9	335	2/	28.7	2/
October-March 3/	955	662			2,034			
April	230	153	17.3	17.1	302	328	28.8	28.0
May	513	336	16.5	16.7	370	330	27.7	28.2
June	1,636	1,053	16.2	16.7	491	382	27.4	27.3
October-June 3/		2,340				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		413		27.8
Season 3/		6,184				2/		

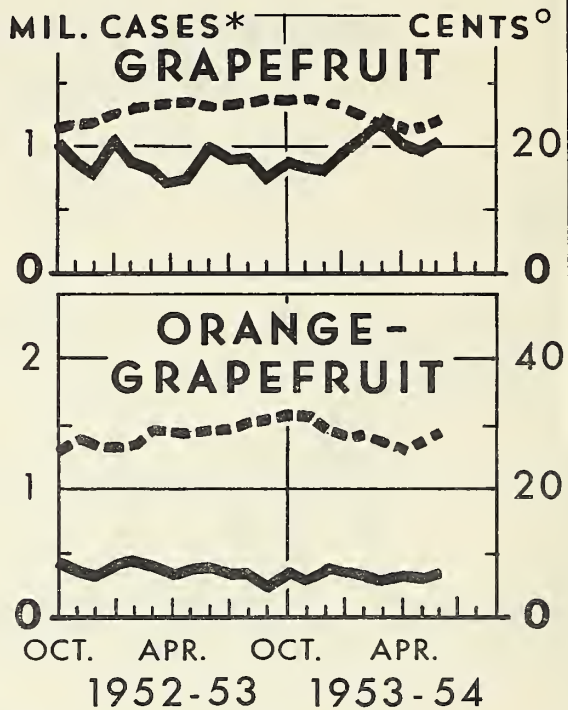
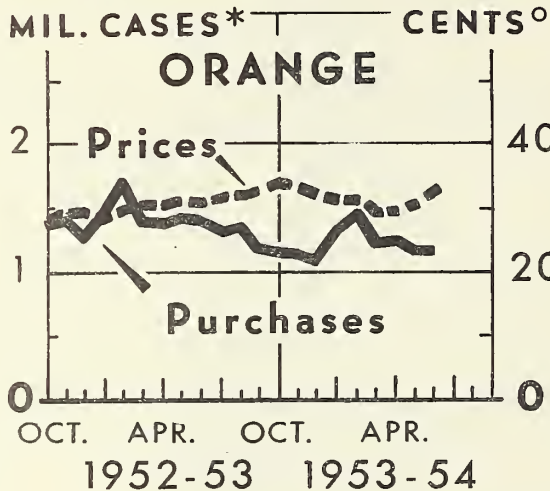
1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



* EQUIVALENT CASES OF 24 #2's

° CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 9-54 (7) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid,
October 1952 to date

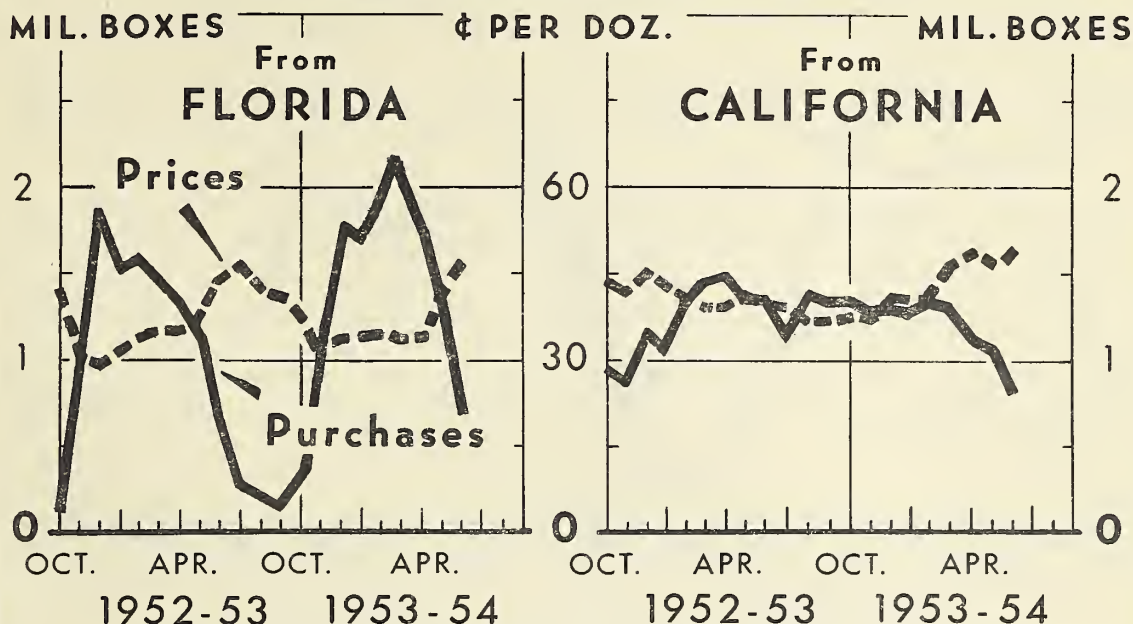
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
November	1,143	1,412	33.3	29.6	834	875	27.6	23.6	258	393	31.6	27.6
December	1,101	1,292	32.2	29.6	804	797	26.9	24.2	347	330	29.4	26.9
October-December 2/	3,666	4,362	33.0		2,689	2,883	27.2		1,010	1,263		
January	1,302	1,497	31.7	28.6	930	1,012	26.1	25.3	332	413	28.1	26.6
February	1,409	1,720	31.3	29.7	1,018	915	25.2	26.0	325	452	28.5	27.4
March	1,219	1,411	30.1	30.5	1,205	840	23.3	27.0	290	408	26.8	29.2
October-March 2/	7,935	9,414			6,142	5,859			2,047	2,640		
April	1,241	1,402	29.8	30.6	1,023	704	22.5	27.2	342	352	26.3	29.2
May	1,148	1,440	30.3	30.9	978	766	22.9	27.2	303	383	27.2	29.2
June	1,164	1,436	32.2	31.1	1,057	991	23.8	26.4	364	384	28.5	29.3
October-June 2/		14,023				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 10-54 (7) AGRICULTURAL MARKETING SERVICE

Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000			1,000	1,000		
November	302	138	37.4	42.4	1,379	933	37.4	43.3
December	1,134	947	31.9	30.3	1,284	866	36.9	41.7
October-December 1/	1,787	1,870	33.2	29.3	1,285	1,147	41.0	45.8
January	1,732	1,520	34.6	31.8	1,294	1,072	40.1	43.2
February	2,189	1,600	34.9	34.1	1,369	1,305	41.7	40.7
March	2,176	1,474	33.4	35.6	1,304	1,444	46.5	39.3
October-March 1/	9,829	8,252			8,511	7,233		
April	1,741	1,347	35.6	35.6	1,111	1,494	48.6	38.9
May	1,321	1,137	41.1	37.0	1,058	1,352	47.1	41.1
June	679	617	47.0	44.3	799	1,350	49.2	40.1
October-June 1/		11,586				11,733		
July		256		47.8		1,127		39.2
August		190		42.0		1,376		36.7
September		130		41.3		1,331		37.1
Season 1/								

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

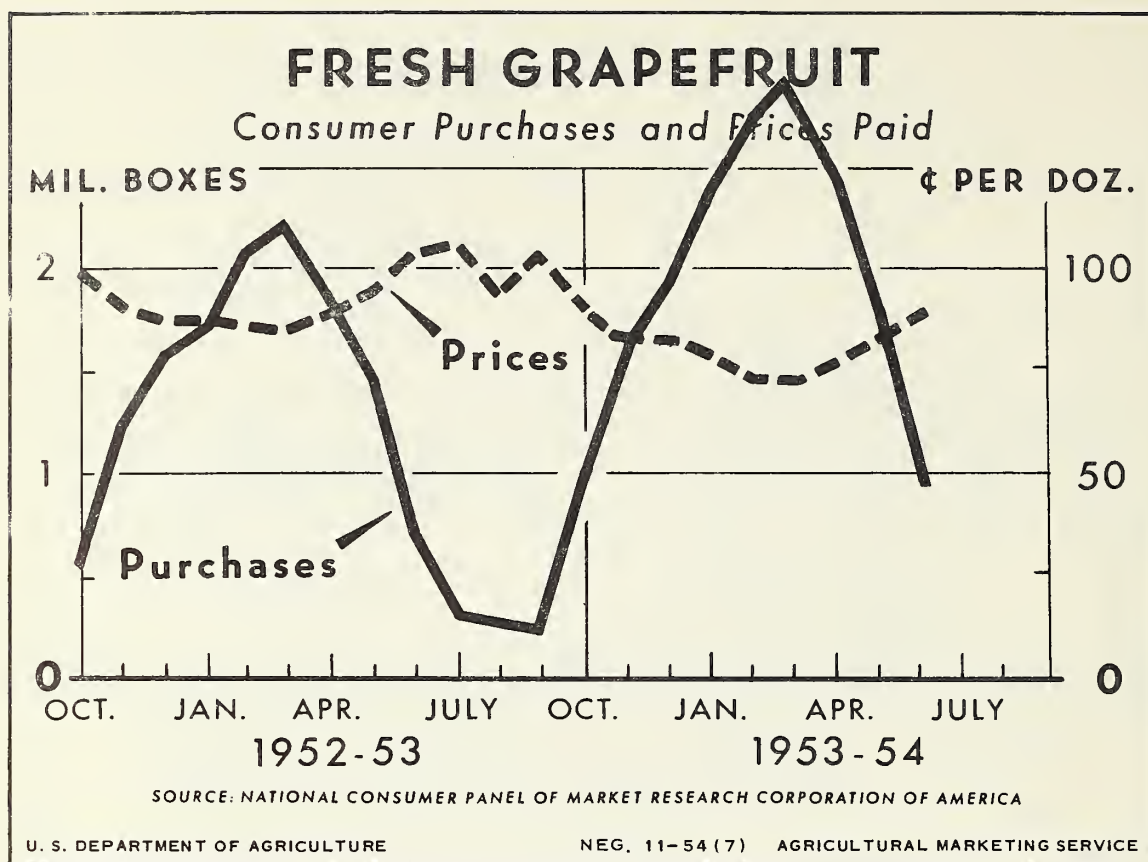


Figure 8

Fresh grapefruit: Consumer purchases and average price paid,
 October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	959	545	91.5	99.0
November	1,618	1,240	83.4	90.8
December	1,936	1,588	82.5	87.3
October-December 1/	4,967	3,738		
January	2,399	1,703	78.2	87.5
February	2,732	2,093	73.9	85.3
March	2,957	2,216	73.4	84.4
October-March 1/	13,793	10,284		
April	2,433	1,848	77.9	88.9
May	1,790	1,446	83.0	95.9
June	947	686	90.0	103.9
October-June 1/		14,494		
July		2,305		105.9
August		267		94.0
September		221		103.6
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

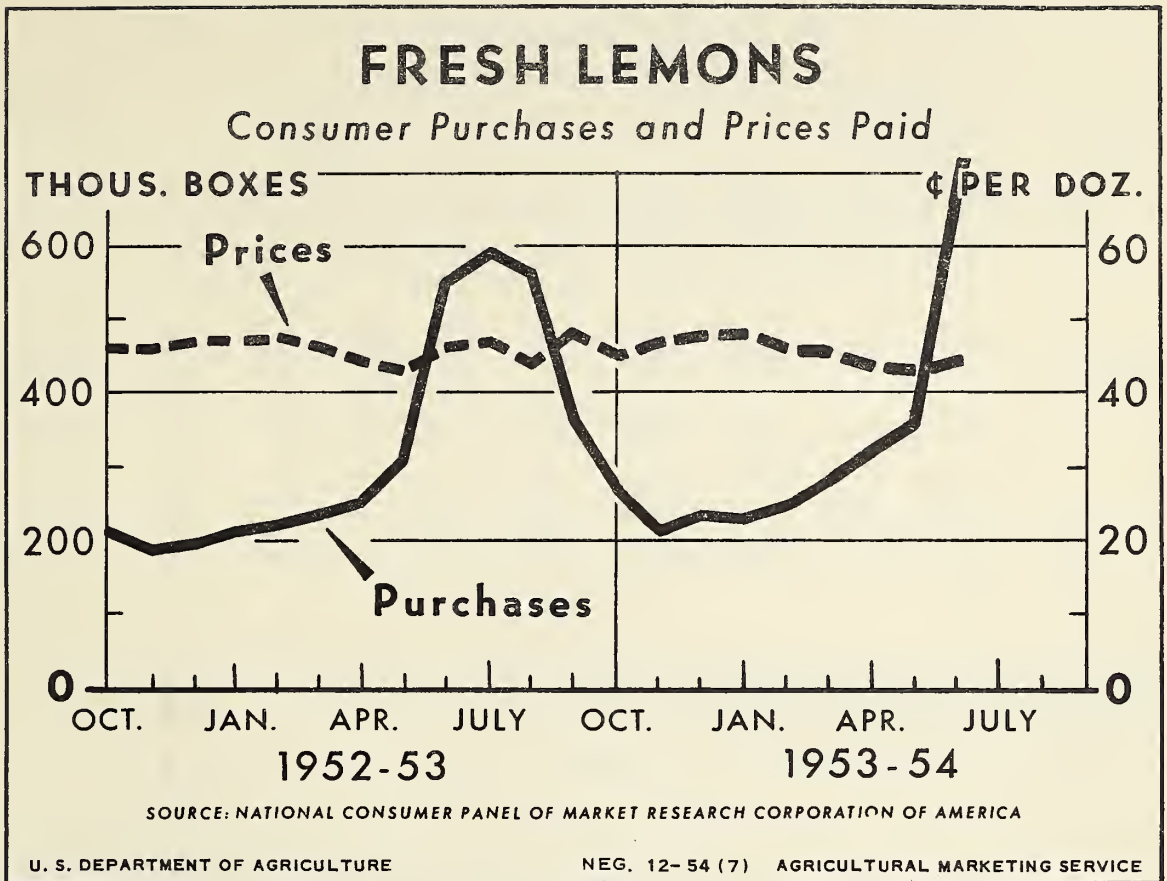


Figure 9

Fresh lemons: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	277	209	45.8	45.7
November	215	184	46.6	45.3
December	235	190	47.0	46.4
October-December ^{1/}	783	634		
January	225	210	47.5	46.3
February	249	218	46.0	47.2
March	281	229	45.8	45.9
October-March ^{1/}	1,609	1,346		
April	325	242	43.6	43.8
May	356	307	43.7	42.7
June	714	548	44.1	45.6
October-June ^{1/}		2,562		
July		587		46.8
August		558		43.4
September		355		48.0
Season ^{1/}				

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, June 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.5	13.4	1,164	1,436	1.7	1.8	56.8	59.0	46	32.2	31.1
Grapefruit	9.6	9.1	1,057	991	1.6	1.7	64.6	62.7	46	23.8	26.4
Orange & gpft. blend	4.2	4.3	364	384	1.4	1.5	58.7	55.2	46	28.5	29.3
Lemon	6.7	7.0	141	138	1.3	1.3	15.4	14.3	5-1/2	13.0	12.3
Grape	6.5	6.5	276	279	1.4	1.4	31.2	29.7	24	35.1	33.7
Pineapple	13.8	15.6	1,136	1,247	1.5	1.6	52.1	50.2	46	31.7	30.4
Prune	6.7	6.3	394	435	1.6	1.7	35.0	37.0	32	33.0	33.6
Tomato	20.4	22.2	2,011	2,089	1.7	1.6	56.7	55.3	46	24.9	26.0
Total 2/	53.5	55.1	7,393	7,871	2.7	2.9	49.1	48.6			
Canned ades											
Orangeade											

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

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Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, June 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	33.1	30.2	5,025	4,563	2.4	2.5	18.4	17.3	6	16.2	16.1
Grape	6.3	5.5	334	334	1.4	1.6	10.6	10.9	6	21.7	21.9
Other concentrates 1/	2/	2/	263	222	2/	2/	12.4	11.3	6	16.5	17.2
Total	35.7	32.3	5,622	5,119	2.6	2.7	17.3	16.3			
Ade bases											
Frozen											
Concentrate for											
Orangeade	1.5	3/	79	3/	1.1	3/	12.9	3/	6	15.1	3/
Lemonade	17.6	12.9	1,636	1,053	1.7	1.6	15.3	13.8	6	16.2	16.7
Shelf pack											
Lemonade	2.3	1.6	151	69	1.2	1.2	15.2	10.7	6	14.6	15.9
Orangeade	3.2	3.2	217	243	1.4	1.6	13.1	13.6	6	15.9	16.0
Grape Base	1.3	2/	81	2/	1.4	2/	12.5	2/	6	14.9	2/

1/ Includes purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

2/ Information not available.

3/ Too few purchases reported for analysis.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, June 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	19.9	25.6	799	1,350	1.8	2.0	11.7	12.8	49.2	40.1
Florida	12.3	11.0	679	617	2.1	2.0	11.1	11.9	47.0	44.3
Unidentified	6.8	8.1	252	301	1.5	1.5	11.5	11.7	43.5	40.6
Total <u>1/</u>	34.0	38.3	1,738	2,288	2.1	2.3	11.4	12.4	47.6	41.2
Grapefruit										
California-Arizona	3.8	4.6	166	184	1.5	1.7	4.9	4.6	85.2	87.3
Florida	9.5	6.3	455	299	1.8	1.8	4.3	3.6	92.8	114.8
Unidentified	7.0	5.4	301	174	1.6	1.5	4.3	3.7	88.3	108.9
Total <u>1/</u>	18.5	15.2	947	686	1.9	1.9	4.4	3.9	90.0	103.9
Lemons	40.7	33.8	714	548	1.8	1.8	7.3	7.1	44.1	45.6
Total <u>2/</u>	60.9	57.3	3,402	3,522	3.0	3.1	8.4	9.2	50.4	46.6

1/ Includes small purchases of Texas fruit.2/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

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